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EXAMINER	
CHANKONG, DOHM	
ART UNIT	**PAPER NUMBER**
2152	

DATE MAILED: 10/11/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/922,348	BORGER ET AL.	
	Examiner	Art Unit	
	Dohm Chankong	2152	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *01 August 2005*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-62* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-62* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

1> This action is in response to Applicant's remarks. Claims 1-62 are presented for further examination.

2> This is a non-final rejection.

Response to Arguments

3> Applicant's arguments with respect to claim 1-62 have been considered but are moot in view of the new ground(s) of rejection.

4> Applicant fails to address its reasons for traversal for the claim rejections of claims 57-62. Applicant's remarks only reference the combination of Jimenez and Wu. The claim rejections of claims 57-62 rely on a different combination of prior art references. As it is unclear the reasons of Applicant's traversal of these claim rejections, Examiner cannot properly respond to the remarks for these claims. Therefore, the rejections of claims 57-62 are maintained.

5> Applicant's contention in regards to the Wu reference that Applicants "have not been given an opportunity to review the test of the original filing to ascertain its disclosure" is not a persuasive argument against Wu. There are several methods available, such as the "Public Pair" program that is available on the USPTO website, by which Applicant is able to read

about patents, patent publications and provisional applications, including the provisional application cited by Wu.

Wu clearly claims a priority date before the priority date of the present application and therefore is currently a valid reference for rejection.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

6> Claims 1-56 are rejected under 35 U.S.C § 103(a) as being unpatentable over Jimenez et al, U.S Patent Publication, 2001|0048676 ["Jimenez"], in view of Logan et al, U.S Patent. 6.199.076 ["Logan"].

7> As to claim 1, Jimenez discloses a computer system configured to integrate advertising within Web content requested by users, comprising:

a text-to-speech transcoder [Figure 3a «item 162b»], comprising:

means for converting Web content from a text-based format to an audio format [0008]; and

means for serving Web content in an audio format to a user client device via telephone link with the user client device [Figure 3a | 0008]; and

a Web server that hosts Web content in a text-based format [0005, 0023], comprising:

means, responsive to a user request via the client device for Web content, for retrieving an advertisement [0054]; and

means for inserting the retrieved advertisement within the user requested Web content [0050, 0054].

Jimenez does disclose associating advertisements with converted web content and subsequent delivery to the user client device [0022] but does not expressly disclose :

means for forwarding the user requested Web content and advertisement to the text-to-speech transcoder for conversion to an audio format; or

an advertisement server that host advertisements in a text-based format.

8> In the same field of invention, Logan is directed a system for playing audio segments over a network and provides an implementation of converting text files into speech [see abstract]. Further, Logan discloses:

means for forwarding the user requested Web content and advertisement to the text-to-speech transcoder for conversion to an audio format [column 6 «lines 6-25 and 62-67» | column 10 «line 44» to column 11 «line 3» | column 11 «lines 34-37»]; and

an advertisement server that host advertisements in a text-based format. [Figure 1 «item 135» | column 5 «lines 47-59»].

Logan clearly discloses a motivation to provide desired programming from an available collection without the need of a visual display screen [column 1 «line 66» to column 2 «line 3»] by providing text-to-speech conversion of web content and inserted

advertisements so they can be utilized on devices "without the need for a visual display screen". Thus, it can be seen that Logan clearly provides an improvement for Jimenez's current web content and advertisement system by enabling both web content and advertisements to be stored as text and dynamically distributed to users. The ability to provide dynamic content ensures that web content and its advertisements are relevant and useful to subscribers, thereby improving the advertisements effectiveness [see Logan, column 11 «lines 1-3»]. Logan supplements Jimenez's current system by including an advertisement server [implied in Jimenez through the use of his advertisements] as well as a means to insert advertisements directly into the web content such that the content and advertisements are integrated [column 11 «lines 29-37»].

9› As to claim 2, Jimenez discloses selecting advertisements for insertion within user-requested web content in response to a user request for web content [0034, 0043, 0044].

Jimenez does not expressly disclose an advertisement server but it is implied by his use and retrieval of advertisements.

10› Further, Logan discloses utilizing an advertisement server [Figure 1]. It would have been obvious to one of ordinary skill in the art to have reasonably inferred that Jimenez would have utilized an advertisement server similar to the one disclosed by Logan in order to store the ads in an accessible place such that they could be retrieved and incorporated with requested web content.

11> As to claim 3, Jimenez does not expressly disclose retrieving ads having a format and size compatible with user-requested Web content.

12> Logan discloses wherein means for selecting advertisements for insert within user-requested Web content comprises means for retrieving advertisements having a format and size compatible with user-requested Web content when the web content is converted to an audio format [Figure 4 | column 18 «lines 21-45» | column 25 lines 35-50 where : Logan discloses the advertisements are inserted into a schedule table with the regular content, the advertisements in audio format like the requested content. The table ensures that the advertisements are of "compatible" size with the content as well].

It would have been obvious to one of ordinary skill in the art to incorporate Logan's advertisement scheduling functionality into Jimenez's system to insure that advertisements inserted into content are compatible with the web content. Ensuring compatibility is both desirable and advantageous to the user and the content provider.

13> As to claim 4, Jimenez does not disclose the advertisement having a predetermined time length.

14> Logan discloses retrieving an advertisement having a predetermined time length when delivered in an audio format [Figure 4 | column 18 «lines 21-45» | column 23 «lines 40-45» | column 24 «lines 9-31» | column 25 lines 35-50 | column 34 «lines 24-44» where : the advertisement is defined as a segment of content]. It would have been obvious to one of

ordinary skill in the art to incorporate Logan's advertisement segments of predetermined length into Jimenez's system to inform users of the length of the advertisements and enable them to skip over predetermined segments of advertisements.

15› As to claim 5, Jimenez discloses the text-based format comprising VXML format [abstract].

16› As to claim 6, Jimenez does not disclose an advertisement server.

17› Logan discloses an advertisement server further comprising means for storing information associated with serving an advertisement to a user [Figure 1 «item 130» | column 5 «lines 47-59» where : item 130 corresponds to an advertising server]. It would have been obvious to one of ordinary skill in the art to incorporate Logan's advertising server into Jimenez to provide a central location for storing advertisements. Such an implementation is desirable for allowing quicker and more efficient access to advertisements.

18› As to claim 7, Jimenez does not expressly disclose means for determining if a user listened to an advertisement in its entirety.

19› Logan discloses means for determining if a user listened to an advertisement in its entirety [column 10 «lines 21-29» | column 28 «lines 24-41» : "start and end times"]. It would have been obvious to incorporate Logan's billing techniques into Jimenez to insure that

subscriber billing is accurate and based on the viewing of advertisements of the users [see Logan, column 28 «lines 42-65»].

20› As to claim 8, Jimenez does not expressly disclose means for determining how many times a user listened to an advertisement.

21› Logan discloses means for determining how many times a user listened to an advertisement [column 28 «lines 6-65»]. It would have been obvious to incorporate Logan's billing techniques into Jimenez to insure that subscriber billing is accurate and based on the viewing of advertisements of the users [see Logan, column 28 «lines 42-65»].

22› As to claim 9, as it substantially has the limitations of claim 1, see the rejection of claim 1, above, under Jimenez and Logan. Further, Logan discloses means for notifying the advertisement server of user interaction with an advertisement [column 28 «lines 6-65»]. It would have been obvious to incorporate Logan's billing and advertisement functionality into Jimenez to insure that subscriber billing is accurate and based on the viewing of advertisements of the users [see Logan, column 28 «lines 42-65»].

23› As to claim 10, Jimenez does not teach the claimed limitations.

24› Logan teaches:

means for retrieving additional information associated with an advertisement in

response to user interaction with the advertisement [column 10 «lines 44-67» | column 31 «lines 14-62»]; and

means for delivering the additional information to the user client device in an audio format [column 31 «lines 14-62» where : hyperlinks retrieve further content. Logan teaches throughout his disclosure that his content includes text and audio format content].

It would have been obvious to one of ordinary skill in the art to incorporate Logan's interactive advertisements into Jimenez to enable additional content that is relevant to the user's interests to be retrieved, ensuring targeted advertisements and information.

25> As to claim 11, Jimenez does not teach the claimed limitations.

26> Logan teaches :

means for recognizing one or more key words spoken by the user during delivery of an advertisement [column 31 «lines 48-62» : "voice command response"]; and

means for redirecting the user client device to additional audio content associated with the advertisement in response to recognition of one or more key words spoken by the user [column 31 «lines 14-62» where : hyperlinks retrieve further content. Logan teaches throughout his disclosure that his content includes text and audio format content].

It would have been obvious to one of ordinary skill in the art to incorporate Logan's interactive advertisements into Jimenez to enable additional content that is relevant to the user's interests to be retrieved, ensuring targeted advertisements and information.

27> As to claim 12, Jimenez does not disclose means for retrieving additional information from the advertisement server.

28> Logan discloses means for retrieving additional information in response to user interaction comprises means for retrieving additional information from the advertisement server [column 3 «lines 22-31» | column 17 «lines 18-27»]. It would have been obvious to one ordinary skill in the art to modify Jimenez with Logan's advertisement interaction functionality. It would have been obvious to one of ordinary skill in the art to incorporate Logan's interactive advertisements into Jimenez to enable additional content that is relevant to the user's interests to be retrieved, ensuring targeted advertisements and information.

29> As to claims 13 and 31, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claim 2.

30> As to claims 14, 15, 21, 22, 32, 33, 40, 41, 50 and 51, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claims 3 and 4.

31> As to claims 16, 23, 34, 42 and 52, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claim 5.

32> As to claims 17-19, 24-26, 35-38, 43-45, and 53-56, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claims 6-8.

33> As to claims 20, 27, 39 and 46, as they do not as it does not teach or further define over the previously claimed limitations, they are similarly rejected for at least the reasons set forth for claims 1 and 9.

34> As to claims 28 and 47, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the reasons set forth for claim 10.

35> As to claims 29 and 48, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claim 11.

36> As to claims 30 and 49, as the y do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claim 12.

37> Claims 57-62 are rejected under 35 U.S.C § 103(a) as being unpatentable over Logan, in view of Jimenez.

38› As to claim 57, Logan discloses an advertising server that integrates interactive advertising within Web content requested by users, comprising:

means for selecting an advertisement for insertion within Web content requested by a user via a client device in communication with a Web server, wherein the advertisement has a text-based format and is configured to be interactive when converted to an audio format [Figure 1 «item 130» | column 6 «lines 22-27 and 38-50» where : item 130 represents an advertising server] ;

means for receiving notification from a text-to-speech transcoder that the selected advertisement has been delivered to the user client in an audio format [column 27 «line 41» to column 28 «line 5»]; and

means for storing information associated with delivery of the advertisement to the user client device [Figure 1 «items 137, 135»].

Logan does disclose inserting advertisements in Web content but does not disclose means for forwarding the selected advertisement to a Web server for insertion within the Web content requested by the user.

39› Jimenez discloses that the insertion of advertisements into the web content takes place at a web server [Figure 3a «item 120»]. It would have been obvious to one of ordinary skill in the art to implement Logan's advertisement insertion functionality in a web server. Having the insertion at the client or the server is a matter of design choice and does not

provide a patentable distinction over the prior art as implementing functionality at a client or a server requires only ordinary skill in the art.

40> As to claim 58, Logan discloses means for storing information associated with user interaction with the advertisement [column 22 «lines 20-25» | column 28 «lines 6-65»].

41> As to claim 59, Logan discloses providing additional information associated with the advertisement to the user client in response to user interaction with the advertisement [column 10 «line 44» to column 11 «line 3» | column 31 «lines 14-62»].

42> As to claim 60, Logan discloses wherein means for selecting advertisements for insert within user-requested Web content comprises means for retrieving advertisements having a format and size compatible with user-requested Web content when the web content is converted to an audio format [Figure 4 | column 18 «lines 21-45» | column 25 lines 35-50 where : Logan discloses the advertisements are inserted into a schedule table with the regular content, the advertisements in audio format like the requested content. The table ensures that the advertisements are of "compatible" size with the content as well].

43> As to claim 61, Logan discloses retrieving an advertisement having a predetermined time length when delivered in an audio format [Figure 4 | column 18 «lines 21-45» | column 23 «lines 40-45» | column 24 «lines 9-31» | column 25 lines 35-50 | column 34 «lines 24-44» where : the advertisement is defined as a segment of content].

44> As to claim 62, Logan does teach utilizing specialized HTML for audio encoding [Figure 7], but does not teach VXML.

45> Jimenez discloses VXML for executing audio applications [0005]. It would have been obvious to one of ordinary skill in the art to incorporate VXML into Logan's system to increase the number of hypertext languages available for executing audio applications. Increasing the functionality of a system is desirable and advantageous as it increases the compatibility to a wider variety of languages.

46> Claim 57, 58, 59, and 62 are rejected under 35 U.S.C. 103(a) as being unpatentable over Wu (2003/0212759) in view of Davis et al. (US 5,796,952).

47> In regards to claim 57, Wu discloses a advertising server (figure 4-#54) that integrates interactive advertising within Web content requested by users ([0027] lines 12-15, [0032] lines 1-6), comprising:

means for selecting an advertisement for insertion within Web content requested by a user via a client device ([0027] lines 12-15, [0027] lines 21-25) in communication with a Web server (figure 4), wherein the advertisement has a text-based format ([0025] lines 29-31) and is configured to be interactive when converted to an audio format;

means for forwarding the selected advertisement to the Web server for insertion within the Web content requested by the user ([0020] lines 17-35);

means for receiving notification([0030], [0041] lines 17-30) from a text-to-speech transcoder (i.e. audio channel on or off) that the selected advertisement has been delivered to the user client device in an audio format ([0039] lines 8-12); and

Wu is silent on

means for storing information associated with delivery of the advertisement to the user client device ([0030] lines 1-11);

Davis et al. teaches a system that contains a tracking program that is delivered within content sent to the user. The tracking program monitors items such as user interaction with content received from the network; length of time a user spends interacting with content or may monitor details of user choices (column 8 lines 5-19, column 9 lines 3-10). The tracking program sends the captured information to another computer (i.e. advertisement server) for storage and analysis (column 9 lines 11-15).

One of ordinary skill in the art at time of the invention would realize the advantages to combine Davis et al. system such that, through the building and storage of users information, advertisers can determine not only the number of user hits made to a particular advertisement, but also permits the accurate determination of the length of time users have interacted with their advertisement. This is invaluable information to advertisers and permits advertisers to make informed decisions to the effectiveness and value of a particular advertisement (column 4 lines 55-63, column 11 lines 24 - 33).

1> In regards to claim 58, Claim 57 as modified above discloses the advertisement server, further comprising means for storing information associated with user interaction with the advertisement.

2> Davis et al. teaches a database of user profiles containing detail of user interaction with and use of resources including the amount of time sent by users interacting with our using resources (i.e. advertisements), and details of choice created users within a particular resource (i.e. determine if listen to in its entirely) (column 4 lines 34 -32). The system stores the start-up event upon the user listening to an advertisement and may also store the stop time of and advertisement if the user stops the operation of the advertisement. The difference between the execution of the stop of execution and start is sent to the server for storage and analysis. (column 4 lines 55-63, column 15 lines 20-66).

One of ordinary skill in the art of the invention would have recognized the advantage of combing the Davis et al system in order for advertisers to determine the accuracy of the advertisement supplied to users, the number of times the advertisements are accessed as well as learn how long the advertisement was accessed; this information would be of great use in to advertisers in determining the effectiveness of their advertisements (column 13 lines 10-17).

3> In regards to claim 59 Wu discloses the advertisement server of claim 57, further comprising means for providing additional information associated with the advertisement to the user client device in response to user interaction with the advertisement ([0027] lines 12 - 24, [0041] lines 6-20).

4> In regards to claim 62, Wu discloses the advertisement server of claim 57, wherein the text-based format comprises voice extensible markup language (VXML) format ([0028] lines 11-17).

Wu teaches that VXML allows applications to annotate text with additional information that can improve the quality and naturalness of synthesized speech.

5> Claim 60-61 are rejected under 35 U.S.C. 103(a) as being unpatentable over Wu (2003/0212759) in view of Davis et al. (US 5,796,952) as applied to claim 57 further in view of Hickman (US 2001/0033564)

6> In regards to claim 60, Claim 57 as modified above discloses the advertisement sever wherein the means for selecting an advertisement for insertion within Web content comprises:

means for retrieving advertisements (Wu [0027] lines 12-15, [0032] lines 1-6) having a format (Wu[0028], [0029]) compatible with the user-requested Web content.
Claim 57 as modified above (Wu, Davis et al.) fail to disclose:

Advertisements having size compatible with user requested web content when web content in converted to an audio format.

Hickman teaches user request of web content (i.e. Web page) from a user device (i.e. telephone). The download time of the web content is predicted by retrieving the size (i.e. number of bytes the comprises the HTML description of the webpage) of the web content

([0084] lines 1-8). The system then predicts an advertisement size (i.e. advertising time slot) and selects one or more advertisements, from an advertisement server that stores advertisements of various lengths, that fits the advertising size ([0086] lines 1-19).

One of ordinary skill in the art at time of invention would realize the advantage of ensuring the format and size compatibility of Wu, Davis et al. system in order to interleave of audio advertisements with the web content request such that audio advertisements can be played during the serving of web content to user (Hickman [0083], [0086] lines 8-13).

7> In regards to claim 61, Claim 60 as modified above discloses the advertisement server, wherein the means for retrieving advertisements having a format and size compatible with the user-requested Web content comprises:

means delivering advertisements in an audio format.

advertisements having a predetermined time length when delivered in an audio format.

Hickman teaches a computer (i.e. advertisement server) that stores a plurality of audio advertisements (i.e. voice advertisements) of various lengths ([0086]). Refer to claim 60 for further discussion on what Hickman teaches.

48> Claims 1-4, 6-15, 17-22, 24-33, 35-41, 43-51 and 53-56 are rejected under 35 U.S.C § 103(a) as being unpatentable over Logan.

49> As to claim 1, Logan discloses a computer system configured to integrate advertising within Web content requested by users, comprising:

an advertisement server that hosts advertisements in a text-based format [Figure 1 «item 135» | column 5 «lines 47-59»];

a text-to-speech transcoder [column 6 «lines 21-25»], comprising:

means for converting Web content from a text-based format to an audio format [column 6 «lines 21-25»]; and

means for serving Web content in an audio format to a user client device via telephone link with the user client device [Figure 1 | Figure 7 | column 4 «lines 19-24»]; and

a Web server that hosts Web content in a text-based format [Figure 1 «item 133»], comprising:

means, responsive to a user request via the client device for Web content, for retrieving an advertisement [column 5 «lines 47-59»];

means for inserting the retrieved advertisement within the user requested Web content [column 8 «line 54» to column 9 «line 10» | column 25 «lines 36-50»]; and

means for forwarding the user requested Web content and advertisement to the text-to-speech transcoder for conversion to an audio format [column 6 «lines 6-25 and 62-67» | column 10 «line 44» to column 11 «line 3» | column 11 «lines 34-37»].

Logan does not disclose that the transcoding is done prior to delivery to the user client device.

50> Jimenez discloses that the insertion of advertisements into the web content takes place at a web server [Figure 3a «item 120»]. It would have been obvious to one of ordinary skill in the art to implement Logan's advertisement insertion functionality in a web server. Having the insertion done at the client or the server is a matter of design choice and does not provide a patentable distinction over the prior art as implementing the functionality at a client or a server requires only ordinary skill in the art.

51> As to claim 2, Logan discloses utilizing an advertisement server [Figure 1]. It would have been obvious to one of ordinary skill in the art to have reasonably inferred that Jimenez would have utilized an advertisement server similar to the one disclosed by Logan in order to store the ads in an accessible place such that they could be retrieved and incorporated with requested web content.

52> As to claim 3Logan discloses wherein means for selecting advertisements for insert within user-requested Web content comprises means for retrieving advertisements having a format and size compatible with user-requested Web content when the web content is converted to an audio format [Figure 4 | column 18 «lines 21-45» | column 25 lines 35-50 where : Logan discloses the advertisements are inserted into a schedule table with the regular content, the advertisements in audio format like the requested content. The table ensures that the advertisements are of "compatible" size with the content as well].

53› As to claim 4, Logan discloses retrieving an advertisement having a predetermined time length when delivered in an audio format [Figure 4 | column 18 «lines 21-45» | column 23 «lines 40-45» | column 24 «lines 9-31» | column 25 lines 35-50 | column 34 «lines 24-44» where : the advertisement is defined as a segment of content].

54› As to claim 6, Logan discloses an advertisement server further comprising means for storing information associated with serving an advertisement to a user [Figure 1 «item 130» | column 5 «lines 47-59» where : item 130 corresponds to an advertising server].

55› As to claim 7, Logan discloses means for determining if a user listened to an advertisement in its entirety [column 10 «lines 21-28» | column 28 «lines 24-41» : "starting and ending times"].

56› As to claim 8, Logan discloses means for determining how many times a user listened to an advertisement [column 28 «lines 6-65»].

57› As to claim 9, as it substantially has the limitations of claim 1, see the rejection of claim 1, above, under Logan. Further, Logan discloses means for notifying the advertisement server of user interaction with an advertisement [column 28 «lines 6-65»].

58› As to claim 10, Logan teaches:

means for retrieving additional information associated with an advertisement in

response to user interaction with the advertisement [column 10 «lines 44-67» | column 31 «lines 14-62»]; and

means for delivering the additional information to the user client device in an audio format [column 31 «lines 14-62» where : hyperlinks retrieve further content. Logan teaches throughout his disclosure that his content includes text and audio format content].

59› Logan teaches :

means for recognizing one or more key words spoken by the user during delivery of an advertisement [column 31 «lines 48-62» : "voice command response"]; and

means for redirecting the user client device to additional audio content associated with the advertisement in response to recognition of one or more key words spoken by the user [column 31 «lines 14-62» where : hyperlinks retrieve further content. Logan teaches throughout his disclosure that his content includes text and audio format content].

60› Logan discloses means for retrieving additional information in response to user interaction comprises means for retrieving additional information from the advertisement server [column 3 «lines 22-31» | column 17 «lines 18-27»].

61› As to claims 13 and 31, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claim 2.

62> As to claims 14, 15, 21, 22, 32, 33, 40, 41, 50 and 51, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claims 3 and 4.

63> As to claims 16, 23, 34, 42 and 52, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claim 5.

64> As to claims 17-19, 24-26, 35-38, 43-45, and 53-56, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claims 6-8.

65> As to claims 20, 27, 39 and 46, as they do not as it does not teach or further define over the previously claimed limitations, they are similarly rejected for at least the reasons set forth for claims 1 and 9.

66> As to claims 28 and 47, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the reasons set forth for claim 10.

67> As to claims 29 and 48, as they do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claim 11.

68> As to claims 30 and 49, as the y do not teach or further define over the previously claimed limitations, they are similarly rejected for at least the same reasons set forth for claim 12.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Dohm Chankong whose telephone number is (571)272-3942. The examiner can normally be reached on 8:30AM - 5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Glenton Burgess can be reached on (571)272-3949. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DC

BUNJOB JAROENCHONWANIT
PRIMARY EXAMINER